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Kenneth Dotson
Sportsline, Inc.
954-351-9175

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fixed

Dear Kenneth,

Thank you for taking the time to discuss my project. I am enclosing my thoughts as I put them down on paper. I also included a few pages which are hand drawn to illustrate one such topic page (Your Liver) then a secondary page on this site (Jaundice). At the bottom of the jaundice page is a choice to find a physician in your home town with an expertise in this area (Your Doctor). When this is clicked it goes to a map, the user clicks on Florida and up comes the page of Dr Gail Norman.


There is also a page for the physician Gail Norman who is one of our customers with a web page located at GailNorman@YourDoctor.com. She paid \$999 to get two pages (this one and one with a biography and office information/map). This got her listed on 3 Your Doctor topic pages of her choice (contraception, depression, cholesterol) and then she paid an additional \$59 per year for each of the other three topic pages (high blood pressure, diabetes, jaundice).

Please excuse the hand written pages. Some of my ideas can be found on my current web site: www.endocrine-surgery.com. Keep in mind that I have a nicer series of pages in mind for the project at hand, but you can see the nice anatomical drawings on each page.

My home phone number is (813) 971-2590

My work number is (813) 972-7527

Thanks once again


Jim Norman

TAMPA ST. PETERSBURG SARASOTA FORT MYERS LAKE LAND
THE UNIVERSITY OF SOUTH FLORIDA IS AN AFFIRMATIVE ACTION / EQUAL OPPORTUNITY INSTITUTION

Gail Noorman is a Family Practitioner.

She spends too much time teaching every patient about:

- Contraception
- Depression
- Cholesterol
- High Blood Pressure
- Diabetic Diets
- jaundice

each diagnosis has
a billing* & Procedure*
code which we can
link into specific
information types, (education,
labs, research, etc)

* Billing = ICD - Diagnosis
* Procedure = CPT

She tells her patients a few things, then refers
them to her web page: ~~Gail~~ GNoorman@yourdoctor.com.

She also gives a print-out of these pages to the patient
to "cover her butt" ^{30-60 min/day} this saves her time, and gives
the impression that ~~to~~ she is up on all the latest
medical news & techniques - she is a great doctor!

she also got our site a new customer! (without a
search engine!!)

A Typical Physicians Homepage ~~for a woman@ your doctor.com~~

Welcome to my home page ←

- For more information on me & my biography
- Map to my office
- Information on common diseases that I treat:

\$1,000 = 1 year just to be here

Codes & key words
programmed into the diagnosis rules
giving information Automize

ICD/CPT — • Contraception

ICD/CPT • Depression

ICD/CPT • Cholesterol

ICD/CPT • High Blood Pressure

ICD/CPT • Diabetes Diet

ICD/CPT • Jaundice

Dr. Norman pays
Links to "YOUR Doctor's"
Pages (contraception.com
Depression.com, Cholesterol.com
HighBlood.com
etc)

cut physician
chose.

- * NOT accepting New patients
- * AM accepting New Patients
- + E-mail/Fax Dr. Norman

Dr. Norman Pays \$995
per year for e-mail forwarding.

man,

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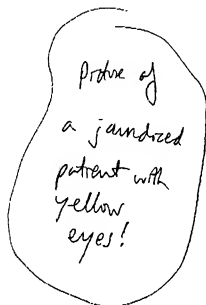
Dr. Norman pays \$995
per year for every link.
But it saves her an hour
per day, she has
as many links
as she wants.

NOTE:
Entire Home Page
Has keywords AND CPT/ICD
codes in the
meta tag line!
Nobody does this yet!

your Liver

PAGE 2 JAUNDICE

WJH



(12)

Animated GIF

of bile being released
from the liver into the
blood stream making the
patient yellow.

Jaundice is a term used
to describe the discoloration of
the skin when too much bile
is released into the blood stream.

- Causes of jaundice
- Treatments for jaundice
- Medical therapies
- your physician

← this page has
code from
Glorio, Mark, etc.!!

animated GIF

Find a doctor in your town
who specializes in jaundice

Links to USA map
click on Florida - Find
Dr. Norman's page in Tampa.

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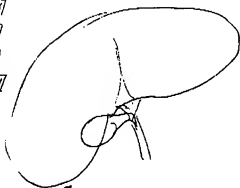
Norman,

Logo Font
↓

your LIVER

TOPIC PAGE /
FIRST PAGE

your guide to health information of your local specialist.



click on the liver to
see it make digestive bile

- normal liver functions

- Cirrhosis

- jaundice

- Liver disease

- Hepatitis

- your doctor

- your Hepatobiliary system

- your endocrinology

when this selected
goes to page
2

*note - links can
be standard Hypertakes
or it can be via
the underlying ICD
CPT or other codes/Key
words

The Liver is a big organ in your belly. It is
purple in color & is vital to your health....

This page is a member of the "Your Doctor"
Health Pages.

Logo
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Norman,